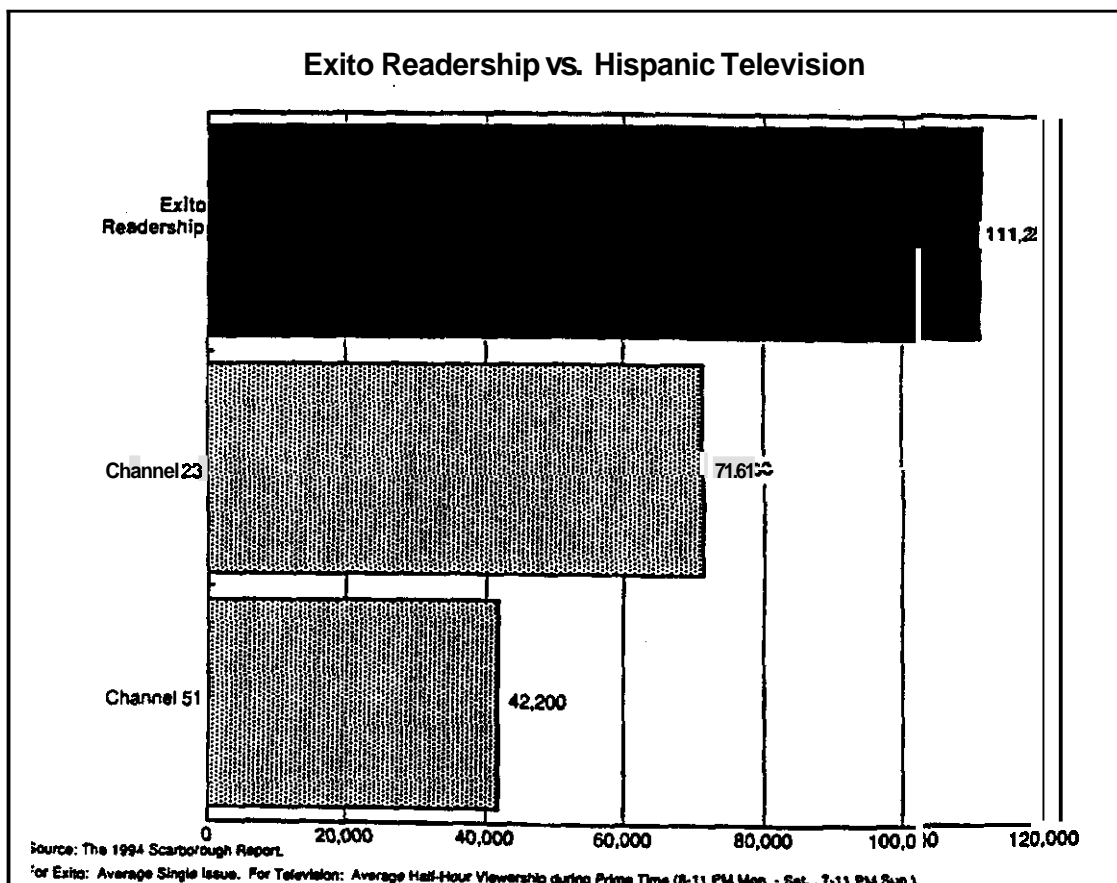


Hispanic Media In South Florida: Exito vs. Hispanic Television

One insertion in Exito reaches 55 percent more South Florida Hispanics than the top rated Hispanic television station during prime time. Exito has more than twice the reach of the number two rated station during its prime time period.

<u>Medium</u>	<u># of Hispanic Adults Reached -</u>
Exito Readership	111,250
Channel 23	71,660
Channel 51	42,200

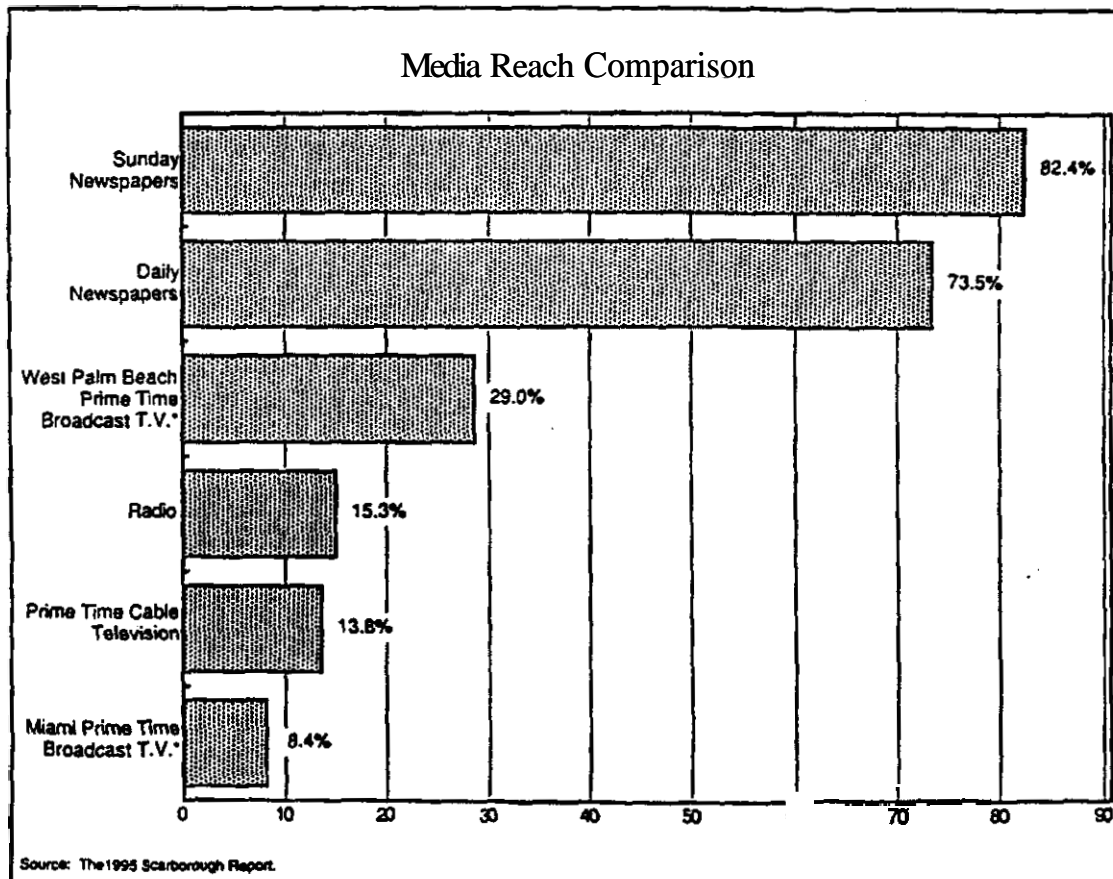


Media Reach Comparison in South Palm Beach

Newspapers exceed television and radio in effectively and efficiently reaching South Palm Beach adults. Compared to newspapers' daily reach of 74 percent and their Sunday reach of 82 percent, the next "best" buy is West Palm Beach prime time broadcast television with a total reach of 29 percent. Radio performs even lower, reaching just 15 percent of the market, while cable television reaches only 14 percent.

Media Reach Comparison	Number of Adults	% of Market
Sunday Newspapers	243,500	82.4%
Daily Newspapers	217,200	73.5%
West Palm Beach Prime Time Broadcast T.V.*	85,700	29.0%
Radio	45,100	15.3%
Prime Time Cable Television	40,900	13.8%
Miami Prime Time	24,700	8.4%
Total Market Adults	182,400	100.0%

* Includes Public Television Stations which do not accept paid advertising.



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EXHIBIT H

ADVERTISING REVENUE BY CATEGORY (BROAD PRODUCT MARKET)

Exhibit H: Advertising Revenue by Category
(Broad Product Market)

Advertising Category	Three County (Dade-Broward-Palm Beach)	Two County (Dade-Broward)
Television	467,181,000	367,181,000
Radio	192,700,000	159,100,000
Cable	33,898,000	22,392,000
Newspapers	723,278,000	525,624,000
Yellow Pages	421,000,000	334,000,000
Direct Mail	120,000,000	85,200,000
Magazines	27,422,000	18,576,000
Outdoor	42,100,000	33,900,000
Interactive	25,500,000	19,500,000
Total	2,053,079,000	1,565,473,000
WBZL Share as a % of Total	1.642%	2.154%
Sun-Sentinel Share as a % of Total	12.336%	12.509%
Combined Sun- Sentinel and WBZL Share as a % of Total	13.978%	14.663%

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EXHIBIT I

ADVERTISING REVENUE BY CATEGORY (NARROW PRODUCT MARKET)

Exhibit I: Advertising Revenue by Category
(Narrow Product Market)

Advertising Category	Three County (Dade-Broward-Palm Beach)	Two County (Dade-Broward)
Television	467,181,000	367,181,000
Radio	192,700,000	159,100,000
Cable	33,898,000	22,392,000
Newspapers	699,900,000	505,100,000
Total	1,393,679,000	1,053,773,000
WBZL Share as a % of Total	2.419%	3.199%
Sun-Sentinel Share as a % of Total	16.496%	16.635%
Combined Sun- Sentinel and WBZL Share as a % of Total	18.915%	19.834%

EXHIBIT J
PROGRAM GRIDS

Exhibit J

Tuesday July 23,1996 Program Grid (6P-630P)

<u>CHANNEL #</u>	<u>PROGRAM</u>	<u>PROGRAM DESCRIPTION</u>
2	Newshour with Jim Lehrer	PBS news program
4	News	WFOR local news
5	News	W P N (West Palm) local news
6	News	WTVJ local news
7	News	WSVN local news
10	News	WPLG local news
12	News	WPEC (west Palm) local news
17	In The Mix	Teen Show
19	Computer Show	West Palm) Computer Information
23	Noticias	WLTU local news (Hispanic)
25	News	WPBF (West Palm) local news
29	Married With Children	WFLX (West Palm) sitcom
33	Full House	Sitcom
34	Baywatch	Action Adventure
39	Roseanne	Sitcom
42	Newshour with Jim Lehrer	PBS (West Palm) news program
45	Praise the Lord	Religious program
51	Noticias	WSCV local news (Hispanic)
A&E	Quincy	Crime-drama
AMC	Movie	Movie
BET	Rap City	Music
CNB	Business Insiders	Business news information
CNN	News	News
COM	Tracy Ullman	comedy
OSC	Wings	Sitcom
ESN	up Close	Sports interview
FAM	Three Stooges	Comedy
FX	Mission Impossible	Action adventure
LIF	Supermarket	Game show
MTV	Videos	Music
NIK	Clarissa	Childrens
SC	SportsBusters	Sports
SUN	South. Golf	Sports
TBS	Family Matters	Sitcom
TNN	Club Dance	Music
TNT	In The Heat of the Night	Crime - drama
USA	Renegade	Action adventure
WGN	Tenth Inning	Sports
WOR	Emergency	Drama
DIS	DuckTales	Childrens
ENC	Movie	Movie
HBO	Movie	Movie
MAX	Movie	Movie
SHO	Movie	Movie
TMC	Movie	Movie

Tuesday July 23, 1996 Program Grid (630P-7P)

<u>CHANNEL #</u>	<u>PROGRAM</u>	<u>PROGRAM</u> <u>ISCR</u>
2	Newshour with Jim Lehrer	PBS news program
4	CBS News	WFOR CBS network news
5	NBC News	WPTV (West Palm) network news
6	NBC News	WTVJ network news
7	News	WSVN local news
10	ABC News	WPLG ABC network news
12	CBS News	WPEC (West Palm) CBS network news
17	Newton's Apple	
19	Kennel Club	(West Palm) Kennel club race results
23	Noticias	WFTV (West Palm) news (Hispanic)
25	ABC News	(West Palm) ABC network news
29	Simpsons	WFLX (West Palm) sitcom
33	Different World	Sitcom
34	Baywatch	Action Adventure
39	Simpsons	
42	Newshour with Jim Lehrer	PBS (West Palm) news program
45	Praise Me Lord	Religious program
51	Telenoticias	WSCV local news (Hispanic)
A&E	Quincy	Crime-drama
AMC	Movm	Movie
BET	Screen Scene	Movie
CNB	Business Tonight	Business news
CNN	News	News
COM	Dream On	Comedy
OSC	Wings	Sitcom
ESN	sports Center	Sports report
FAM	Three Stooges	Comedy
FX	Mission Impossible	Action
LIF	Debt	Comedy show
MTV	Videos	Music
NIK	Rugrats	Children
SC	Inside Racing	Sports
SUN	Powerboating	Sports
TBS	Family Matters	Sitcom
TNN	Club Dance	Music
TNT	In The Heat of the Night	Crime
USA	Renegade	Action
WGN	Saved By the Bell	Sitcom
WOR	Emergency	Drama
DIS	Chip n' Dale	Children
ENC	Movie	Movie
HBO	Movie	Movie
MAX	Movie	Movie
SHO	Movie	Movie
TMC	Movie	Movie